

This Listing of Claims will replace all prior versions, and listings, of claims in this application:

Listing of the Claims:

1. (currently amended): A method for on-line, interactive fundraising for an organization over a wide-area network, comprising the steps of:
hosting the organization's website, the website including a plurality of hyperlinked web pages;
displaying one or more web pages with having one or more virtual plaques honoring donors;
providing one or more donation and payment web pages; and
updating the one or more virtual plaques ~~on the web pages with virtual plaque~~ when a donation is made.
2. (currently amended): The method as recited in claim 1, further comprising the step of e-mailing one or more of the updated virtual plaques to potential donors, ~~thereby spreading the message regarding the cause and increasing the likelihood of contribution from additional donors.~~
3. (currently amended): The method as recited in claim 1, wherein one or more of the virtual plaques ~~is-a comprises~~ a static virtual plaque.
4. (currently amended): The method as recited in claim 1, wherein one or more of the virtual plaques ~~is-a comprises~~ a scrolling virtual plaque.

5. (original): The method as recited in claim 1, wherein the wide-area network is the Internet.

6. (currently amended): The method as recited in claim 1, further comprising the step steps of editing and/or modifying one or more of the virtual plaques and/or the updated virtual plaques.

7. (currently amended): The method as recited in claim 1, further comprising the step of broadcasting one or more of the virtual plaques and/or the updated virtual plaques on television.

8. (original): The method as recited in claim 1, further comprising the step of creating a personalized donation page for a donor.

9. (original): The method as recited in claim 1, further comprising the step of e-mailing a report to a donor.

10. (original): The method as recited in claim 1, further comprising the step of providing promotional information about the organization and the fundraising cause on the website.

11. (currently amended): The method as recited in claim 1, further comprising the step of including information about the donor and the contribution on one or more of the virtual plaques and/or the updated virtual plaques.

12. (currently amended): The method as recited in claim 1, further comprising the step of providing a payment option, wherein the payment option includes payment by credit card.

13. (currently amended): The method as recited in claim 1, further comprising the step of providing a payment option, wherein the payment option includes payment by mail.

14. (currently amended): The method as recited in claim 1, further comprising the step of providing a payment option, wherein the payment option includes payment in two or more installments.

15. (original): The method as recited in claim 1, wherein the organization is a charitable organization.

16. (original): The method as recited in claim 1, wherein the organization is a political action committee.

17. (original): The method as recited in claim 1, wherein the organization is a political organization.

18. (currently amended): The method as recited in claim 1, wherein one or more of the virtual plaques and/or the updated virtual plaques is created on a web page containing an image of a book.

19. (currently amended): The method as recited in claim 1, wherein one or more of the virtual plaques and/or the updated virtual plaques is created on a web page containing an image of an art work.

20. (currently amended): An on-line, interactive fundraising system over a wide-area network for an organization, comprising:

a website dedicated to the organization, the website including a plurality of hyperlinked web pages;

one or more web pages ~~with having one or more~~ virtual plaques honoring donors;

one or more donation and payment web pages; and

means for updating the one or more virtual plaques on the web pages ~~with virtual plaque~~ when a donation is made.

21. (currently amended): The system as recited in claim 20, further comprising means for e-mailing one or more of the updated virtual plaques to potential donors,
~~wherein the system allows a donor to spread the message regarding the fundraising by forwarding the virtual plaques to other potential donors and thereby increasing the likelihood of contribution from additional donors.~~

22. (original): The system as recited in claim 20, wherein the wide-area network is the Internet.

23. (currently amended): The system as recited in claim 20, further including information about the organization ~~and the cause~~ on the website.

24. (currently amended): The system as recited in claim 20, further including information about the donor and/or the donor's contribution on one or more of the virtual plaques and/or the updated virtual plaques.

25. (original): The system as recited in claim 20, further comprising means for receiving payment by a credit card.

26. (original): The system as recited in claim 20, further comprising means for receiving payment in two or more installments.
27. (original): The system as recited in claim 20, wherein the organization is a charitable organization.
28. (currently amended): The system as recited in claim 20, wherein one or more virtual plaques and/or updated virtual plaques is sent to a the recipient and the system further comprises means for allowing the recipient to of the virtual plaques may make donations, receive new virtual plaques, and re-forward the new virtual plaques to others.
29. (currently amended): The system as recited in claim 20, further comprising means for editing and/or thereby modifying one or more of the virtual plaques and/or the updated virtual plaques.
30. (currently amended): The system as recited in claim 20, wherein one or more of the virtual plaques and/or the updated virtual plaques is-a comprises at least one static virtual plaque.
31. (currently amended): The system as recited in claim 20, wherein one or more of the virtual plaques and/or the updated virtual plaques is-a comprises at least one dynamic, scrolling virtual plaque.
32. (original): The system as recited in claim 20, further comprising a personalized donation page for a donor.

33. (currently amended): The system as recited in claim 32, wherein one or more of the virtual plaques and/or the updated virtual plaques is located on the personalized donation page.

34. (currently amended): The system as recited in claim 20, further comprising means for broadcasting one or more of the virtual plaques and/or the updated virtual plaques on television.

35. (original): The system as recited in claim 20, wherein the organization is a political action committee (PAC).

36. (original): The system as recited in claim 20, wherein the organization is a political organization.

37. (currently amended): The system as recited in claim 20, wherein one or more of the virtual plaques and/or the updated virtual plaques is created on a web page containing an image of a book.

38. (currently amended): The system as recited in claim 20, wherein one or more of the virtual plaques and/or the updated virtual plaques is created on a web page containing an image of an art work.

39. (currently amended): An automated, on-line donor recognition system, comprising:
a website dedicated to an organization, including a plurality of hyperlinked web pages;
one or more personalized donation pages for donors;

one or more web pages with having one or more virtual plaques honoring the donors; and means for modifying the one or more virtual plaques when a donation is made.

40. (currently amended): The system as recited in claim 39, further comprising means for editing the one or more virtual plaques and/or modified virtual plaques.

41. (original): The system as recited in claim 39, further comprising means for creating e-mail messages acknowledging a donor.

42. (currently amended): A computer program product including a program code embodied in a storage medium for carrying out the method steps for on-line, interactive fundraising ~~for~~ over a wide-area network, said method steps comprising ~~the steps of:~~

hosting an organization's website including a plurality of hyperlinked web pages;
displaying one or more web pages with having one or more virtual plaques honoring donors;

providing one or more donation and payment web pages; and

modifying the one or more virtual plaques when a donation is made.

43. (currently amended): A method for hosting a web-based, interactive fundraising system for an organization over a wide-area network, comprising the steps of:

hosting the organization's website including a plurality of hyperlinked web pages;

displaying one or more web pages with having one or more virtual plaques honoring donors;

providing one or more donation and payment web pages; and

updating the one or more virtual plaques ~~on the web pages with virtual plaque~~ when a donation is made.

44. (new): The method as recited in claim 1, wherein the step of updating the one or more virtual plaques when a donation is made comprises the step of adding information about the donor and/or the donor's contribution to the one or more virtual plaques.

45. (new): The method as recited in claim 1, wherein the step of updating the one or more virtual plaques when a donation is made comprises the step of creating a new virtual plaque having information about the donor and/or the donor's contribution.

46. (new): The method as recited in claim 1, where the step of updating the one or more virtual plaques occurs only after the organization has received the donation.

47. (new): A method of fundraising for an organization over a wide-area network, the method comprising the steps of:

providing a website dedicated to the organization;

enabling donations to be made to the organization via the website;

displaying one or more virtual plaques on the website, the one or more virtual plaques including information honoring donors to the organization; and

updating the one or more virtual plaques to include new donor information when a donation is made to the organization.

48. (new): The method as recited in claim 47, wherein the one or more virtual plaques comprises a plurality of virtual plaques, with each virtual plaque honoring a specific

donor, and wherein the step of updating the one or more virtual plaques comprises the step of creating a new virtual plaque honoring the new donor.

49. (new): The method as recited in claim 47, wherein the one or more virtual plaques comprises a single virtual plaque honoring the donors, and wherein the step of updating the single virtual plaque comprises the step of adding the new donor information to the single virtual plaque.

50. (new): The method as recited in claim 47, wherein the wide-area network comprises the Internet.

51. (new): A fundraising system for an organization over a wide-area network, the system comprising:

a website dedicated to the organization;
means for enabling donations to be made to the organization via the website;
one or more virtual plaques on the website, the one or more virtual plaques including information honoring donors to the organization; and
means for updating the one or more virtual plaques to include new donor information when a donation is made to the organization.

52. (new): The system as recited in claim 51, wherein the one or more virtual plaques comprises a plurality of virtual plaques, with each virtual plaque honoring a specific donor, and wherein the step of updating the one or more virtual plaques comprises the step of creating a new virtual plaque honoring the new donor.

53. (new): The system as recited in claim 51, wherein the one or more virtual plaques comprises a single virtual plaque honoring the donors, and wherein the step of updating the single virtual plaque comprises the step of adding the new donor information to the single virtual plaque.

54. (new): The system as recited in claim 51 , wherein the wide-area network comprises the Internet.

55. (new): The method as recited in claim 1, where the updating step occurs at the time of a donation.

56. (new): The system as recited in claim 20, wherein the updating means comprises means for updating the one or more virtual plaques on the web pages at the time of a donation.

57. (new): The system as recited in claim 39, wherein the updating means comprises means for updating the one or more virtual plaques on the web pages at the time of a donation.

58. (new): The method as recited in claim 43, where the updating step occurs at the time of a donation.

59. (new): The method as recited in claim 47, where the updating step occurs at the time of a donation.

60. (new): The system as recited in claim 51, wherein the updating means comprises means for updating the one or more virtual plaques on the web pages at the time of a donation.

61. (new): The method as recited in claim 1, wherein a donor may choose the words and/or language inscribed in a virtual plaque.

62. (new): The method as recited in claim 1, wherein a donor may choose the words and/or language inscribed in a virtual plaque and is further able to modify the virtual plaque at a later time.

63. (new): The system as recited in claim 20, wherein a donor may choose the words and/or language inscribed in a virtual plaque.

64. (new): The system as recited in claim 20, wherein a donor may choose the words and/or language inscribed in a virtual plaque and is further able to modify the virtual plaque at a later time.

65. (new): The system as recited in claim 39, wherein a donor may choose the words and/or language inscribed in a virtual plaque.

66. (new): The system as recited in claim 39, wherein a donor may choose the words and/or language inscribed in a virtual plaque and is further able to modify the virtual plaque at a later time.

67. (new): The method as recited in claim 43, wherein a donor may choose the words and/or language inscribed in a virtual plaque.

68. (new): The method as recited in claim 43, wherein a donor may choose the words and/or language inscribed in a virtual plaque and is further able to modify the virtual plaque at a later time.

69. (new): The method as recited in claim 47, wherein a donor may choose the words and/or language inscribed in a virtual plaque.

70. (new): The method as recited in claim 47, wherein a donor may choose the words and/or language inscribed in a virtual plaque and is further able to modify the virtual plaque at a later time.

71. (new): The system as recited in claim 51, wherein a donor may choose the words and/or language inscribed in a virtual plaque.

72. (new): The system as recited in claim 51, wherein a donor may choose the words and/or language inscribed in a virtual plaque and is further able to modify the virtual plaque at a later time.